SYNOPSIS

ON

TOURIST MOTIVATIONS TOWARDS SLOW TOURISM IN UTTARAKHAND

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1. INTRODUCTION - SLOW TOURISM

Slow tourism is a new concept that focuses on how to connect tourism to a number of issues such as the ecological, social, economic, cultural, technical, and psychological challenges in order to preserve a destination's uniqueness while simultaneously promoting the cultural ethnicity of the chosen location.

In 1986, Carlo Petrini coined the term "Slow Tourism" in response to the establishment of a McDonald's in his hometown of Bra, Italy, in order to preserve regional customs, good cuisine, gourmet enjoyment, and a slower pace of life.The rising focus on sustainability and self-care might be linked to the increased popularity. Local people and a group of social activists played a major part in this occurrence, which was dubbed the "Slow Movement." The major motivation for doing so was to protect the local ecology and cultural heritage from being harmed by foreign influences. “Slow movement became a turning point for subsequent social activities aimed at preserving local cuisine, recipes, culture, customs, rituals, and the well-being of residents”(Tourism, 2017).

As a result, in 1999, the group "Cittaslow," which means "Slow Cities," was founded. This association was founded by the mayors of 18-20 Italian cities who agreed to investigate the notion of "Slow Cities." Cittaslow major objectives are as follows:

- Slowing down the pace of life in small towns, particularly in the usage of spaces and the movement of people and traffic through them, in order to improve the quality of life in small towns.
- To preserve the local culture in terms of gastronomy, traditions, lifestyle, history, etc.

The slow movement is evolving into "Slow Travel" and "Slow Tourist," which are currently the primary components of "Slow Tourism." When it comes to "Slow Travel," it's all about connecting people with local culture, food, people, and customs. “Slow travel's major goal is to create meaningful moments and once-in-a-lifetime experiences” (Yurtseven & Kaya, 2011), connecting with local people, forming a community, experiencing local culture, and making intentional decisions are all ways to achieve experience-based travel.

Individuals and travellers who enjoy visiting new locations, people, and cultures without regard for time are known as "slow tourists." They are primarily interested in forming ties with locals and learning about their heritage and identity.

"Slow Tourism" is a different type of tourism that allows us to discover numerous sites that are yet undiscovered and hidden. It is the only type of tourism that has a beneficial influence on both the environment and social well-being in terms of lowering carbon emissions and enhancing thecommunity idea.

At present (March 2022), 32 countries have joined the Cittaslow organization, and 281 cities have been recognized as “Slow Cities” throughout the world, with Italy leading the way with 75 slow cities, followed by Germany, Poland, Turkey, South Korea, and many more. Despite having a rich cultural past and internationally recognized natural sites, India is still waiting to be included in the list of slow cities.

Slow philosophy

Good living is having access to solutions and services that make it easier and more enjoyable for residents to navigate their city (Lee et al., 2015). Living slowly entails being slowly rushed; as the Latins used to say, "festina lente" means looking for the "modern times equivalent" every day, in other words, looking for the best of previous knowledge and enjoying it owing to the best present and future prospects.

All of this will result in technological breakthroughs as well as modern communication, transportation, inbound, production, and sales solutions. Living and working in a slow city is no longer a trend, but simply a new way of doing things.

This approach is meant to be less frenzied, yielding, and rapid; nonetheless, there is no doubt that it will be more humanitarian, environmentally sound, and sensible for present and future generations; the project will take into account small realities in an increasingly globalised world (Walker & Lee, 2021).

Slow for a better life

Towns with untouched landscapes and charming craftsmen where people can still recognise the slow course of the seasons and their genuine products respecting tastes, health, and spontaneous customs, towns rich in theatres, squares, cafes, workshops, restaurants, and spiritual places, towns with untouched landscapes and charming craftsman (Ilhan et al., 2021).

Slow food has always prioritised quality of life as the primary source of its success and global development (Salvo et al., 2019). Slow food, in collaboration with cities that reflect its goals, has created the Cittaslow international network.

Since 1999, the slow food movement has grown to include 100 cities and ten countries throughout the world, bringing together administrators, people, and slow food associates. “The shared purpose is to share common experiences centred on gourmet cuisine, hospitality, service quality, and environmental concerns”(Timms & Conway, 2016).

Excellences

Slow Cities advocates for the use of technology to improve the quality of the environment and the urban fabric, as well as the preservation of the creation of distinctive foods and wines that contribute to the region's identity(Coca-Stefaniak, 2020).

“Slow Cities also aims to increase contact and dialogue between local producers and customers” (Tourism, 2017). Slow Cities encourages food production using natural and environmentally friendly methods, with the overarching objectives of environmental conservation, sustainable development, and urban betterment.

For smaller municipalities, the moniker "Slow City" will become a badge of honour (only those with less than 50,000 residents may apply) (Linda & Lee, 2016). Slow Cities, rather than state capitals or regional government offices, are strong communities that have decided to improve the quality of life for local citizens.

TOURIST MOTIVATIONS

There are a variety of ideas related to travel and tourism motivation that explain the significance of tourist locations across the world. On the other hand, it is also emphasized how tourists play a significant part in a destination's economic and cultural effectiveness(Yousaf et al., 2018). Tourists are seen to be the most important component in a destination's tourism growth. In the context of tourist development, motivation is a critical factor. According to tourism theories, travellers' desire to go to different locations is triggered by a variety of factors(Crompton, 1979). According to prior researches, the following travel reasons had a significant impact in creating tourist interest in travel:

Hedonic Motivation

Hedonism is derived from the Greek word "hedone" which means "Pleasure". Pleasure seeking is a primary motivation of human conduct, according to psychology. Contentment, pleasure, acclamation, satisfaction, excitement, happiness, fulfilment, thankfulness, relief and serenityare some examples of pleasurable feelings or experiences. These factors combine to have a significant impact in stimulating visitor interest in visiting various sites. The desire to travel and the intention to search for it are both influenced by hedonic motivation(Delle Fave, 2014).

Eudaemonic Motivations

"Eudaemonic motivation is the willingness to initiate actions towards personal excellence" (Deci & Ryan, 2008). The ultimate goal of eudaemonic motivation is thriving, which is defined as the full realisation of one's greatest potentials. Eudaemonic motivation is fuelled by a sense of meaning and purpose. It is largely concerned with happiness and human potential, as well as happiness as a source of personal fulfilment. Eudaemonic motivation includes self-acceptance, personal improvement, a sense of purpose in life, pleasant connections, and inner tranquilly.

Utilitarian Motivation

"Utilitarian motivation mainly focuses on actions that encourage happiness or pleasure andoppose actions that causes unhappiness or harm" (Vinerean,2013). It's an ethical philosophy that focuses on outcomes to establish what's right and wrong, or in other words, it's a reason-based approach. It can also be characterised as the behaviour's utility, value, and wisdom.

Aspects of slow tourism in Uttarakhand

Uttarakhand is a mountainous state in northern India with a population of about 11.4 million people (1.14 crores). Garhwal and Kumaon are the two major divisions of Uttarakhand. The state is also known as Devbhumi, which means "Land of the Gods," about the numerous sacred places dispersed throughout its area. The exploration of picturesque landscapes, environmental preserves, and religious pilgrimages are presently the mainstays of its tourist business. In 2017, the state received around 34.7 million tourists, with the towns of Haridwar, Dehradun, Mussoorie, and Rudraprayag being major tourist attractions. This means that Uttarakhand has the infrastructure and support in place to sustain a thriving tourist industry.

Uttarakhand is one of India's most culturally diverse states, with temples, wildlife sanctuaries, parks, reserves, and floral valleys among its many natural attractions. Uttarakhand might be regarded as the most attractive and reachable location in terms of implementing the "Slow Tourism" idea. There are several agreements in Uttarakhand that demonstrate the benefits of following the "Slow Tourism" approach, including–

- Nature– Uttarakhand is recognized for its natural beauty and mountainous attractions, including peaks (Nanda Devi, Kamet, and others), rivers (Ganga, Yamuna, Alaknanda, Bhagirathi, Mandakini, and others), Landscapes (Himalayan ranges), and lakes (Nainital lakes and tals).
- History – It includes the empires of several dynasties like the Katyuri, Chand, and Gurkha, as well as the Anglo-Nepalese war and the 1816 "Treaty of Sugauli" between the British and the Nepalese empire. Also included are different social movements such as Gaura Devi's Chipko Movement and Kalyan Singh Rawat's Maiti Movement.
- Culture – Uttarakhand's culture is diverse, encompassing a variety of festivals, customs, traditions, and faiths. Local languages such as Garhwali and Kumauni are spoken, while festivals and fairs such as Harela, Nandadevi, Magh Mela, Uttarayani Mela, and Kumbh Mela are held.
- Well-being – It depicts the simplicity and quality of life of people living in the Garhwal and Kumaon regions. Uttarakhand is a spiritual land and a land of Yoga and Ayurveda since it has over 100 holy sites.

- Bio-diversity – Uttarakhand is a bio diverse state with parks, orchid farms (floriculture), animal sanctuaries, zoos, flora and fauna, herbs, Aqua Museums, and Bio-Reserves, among other things.
- People – It encompasses local communities and their life experiences, as well as their identity, economic position, and resources, as well as well-known individuals (singers, musicians, artists, etc.).
- Gastronomy –It describes local foods and their impact on others, as well as forgotten recipes, ingredients, and fusion meals, all of which have their unique taste, flavor, scent, and preparation method.
- Places – Uttarakhand is known for its abandoned villages, temple clusters, holy pilgrimage yatras, adventurous sports events, institutions, and schools, and so on.
- Agriculture –Land types, crops, techniques, and resources are all covered.

Rationale for the study

Basa: an initiative towards community tourism

Project Client- Pauri tourism department, Unnati SHG
Project Type- Hospitality, Rural livelihood
Location- Khirsu, Pauri, Uttarakhand
Project Status- Completed, January 2020
Area- 95 sqm

As an earthquake-resistant dwelling, the structure was suggested as part of the "Resilient Homes Design Challenge." It was then further developed through study and a back-and-forth process of improving the design with residents and government agencies in the region, before being completed as the BASA tourism centre in Khirsu. The design is inspired by the Himalayan Mountains' cold temperate temperature, the site's isolation, and the need for earthquake and landslide resistance.

The building is designed with heavy stone filled gabion retaining walls at the bottom and a light wooden structure on top covered with wattle and daub panels as an infill material. Undressed stone in gabion walls is used because it can be picked up from waste and also it reduces the labour. It is crafted with a balance between local knowledge and modern construction techniques aiming to encourage community participation and ownership.

On the lower floor of the Tourism Centre, there is a community kitchen and an area to display local produce. On the upper floor, there is an exhibition depicting Khirsu's local heritage and culture, as well as tourist information. This area can also be used as a leisure area for visitors staying at the BASA homestay.

Multiple workshops with residents were held in the building's exhibition centre to identify and document the cultural landscape of Khirsu and the surrounding villages. The goal was to document and honour the local traditions and legacy that are being lost as people migrate from rural areas.

KHIRSU
NESTLED IN THE LUSH GREENS AT SOARING ALTITUDE OF 1700MTS, KHIRSU IS A STOLEN GETAWAY THAT BOASTS A SCENIC VIEW OF THE SNOW PEAKED HIMALAYAN RANGE OF INDIA
१७०० मीटर की उचाई पर हरे-भरे साग में बसा खिर्सू एक छुपा हुआ खजाना है। भारत के हिम शिखर वाले हिमालय की चोटी के सुन्दर दृश्य का अनुभव कराता है ।

The exhibition includes demographic data for Khirsu, information about BASA, a map of Khirsu, traditional house forms and household activities, local festivals, biodiversity and folk narratives, a guide for local bird spotting, everyday objects used by women to symbolise their role in the village, a local produce map with information on the various crops grown, places to visit around Khirsu, local dishes, and maps of two nearby treks. Some portions of the show are interactive, allowing viewers to participate more fully in the experience.

- ***Community tourism: a ground story (Matogi village)***

The state of Uttarakhand is peppered with lovely communities, many of which are plagued by the twin evils of lack of infrastructure and, as a result, migration. Slow tourism as a ground reality has the potential to be a powerful instrument for preventing migration in a number of places around the state. The town of Matogi, for example, is roughly 60 kilometres from Dehradun and is located on the Tons River region's border.

The total geographical area of village is 1480.64 hectares. Matogi has a total population of 389 peoples. There are about 68 houses in Matogi village. As per 2019 stats, a Matogi village comes under Vikasnagar assembly & Tehri Garhwal parliamentary constituency. Vikasnagar is nearest town to Matogi which is approximately 19 km away and 65 km away from district headquarter Dehradun.

"Been There, Doon That" is a Dehradun-based citizen's group that has been promoting slow tourism in several parts of the Himalayas, especially Uttarakhand Himalayas, a region in dire need of this model.

Matogi at present has about eight families sustaining on minor agricultural activities with some support from extended families living in nearby urban settlements. A chance visit to Matogi revealed its location as the beginning point of the trek to the popular Bhadraj Temple. Bhadraj, the abode of Lord Balram, is generally approached by the other side of the mountain in the Mussoorie.

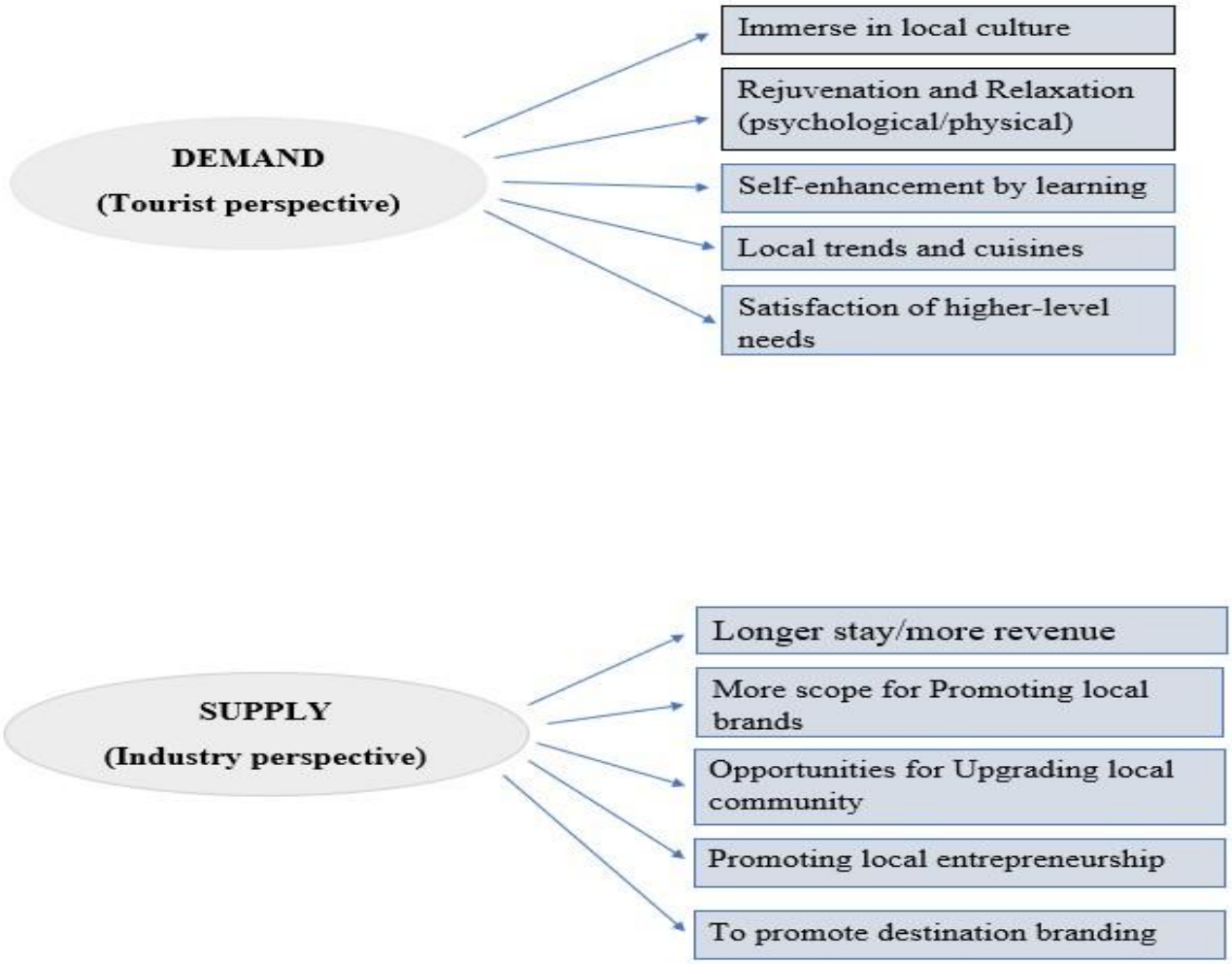
- ***Community tourism: Devalsari Village***

The community of Devalsari, nestled in a lovely Deodar Forest at an elevation of roughly 6000 feet, is in a similar situation. Devalsari is a gorgeous two-hour drive from Mussoorie, India's most visited hill station. Devalsari Prakriti Prahari, a community initiative that started as an eco-tourism effort, has taken place in the area. It was then that we not only took groups for walks there but also began engaging with the local pa on issues of afforestation and tourism.

The Devalsari village has begun to welcome tourists all year and has enlisted the help of various local men and women in cooking, trekking, birding, and other activities. Visitors are flocking to the hamlet, hoping to get away from the city's chaos, and are enjoying their stay as planned by the

community, with no additional demands made because the place has been marketed as a community-led slow tourism destination. While basic infrastructure such as roads remain a difficulty in some areas, slow tourism has begun to gain popularity in many parts of India and has the potential to be a powerful development instrument.

Significance of slow tourism in Uttarakhand



From the perspective of tourists and hospitality, slow tourism plays a significant role. Tourist views are seen as demand since tourists have varying expectations from the notion of slow tourism in terms of learning about local culture, trends, and cuisine. Sector views, on the other hand, are regarded supply since the hospitality industry will be looking forward to possibilities to promote their brand value in the market and to generate numerous opportunities for the host community. As a result, both demand and supply will get profit from slow tourism's implementation.

Figure 1: Significance of slow tourism in Uttarakhand

2. PROBLEM STATEMENT

The tourism sector undoubtedly contributes to the Uttarakhand economy by providing tourists a diverse selection of tourism services, even though state is currently dealing with various challenges in terms of ecological sustainability, cultural heritages, and tourism infrastructure. Therefore, there is a need to delve into an effective solution that helps in bridging the gap between ecological sustainability and social and economic upgradation through “Slow Tourism”.

3. AIM OF THE STUDY

Aim of the study is to comprehend the notion of "Slow Tourism” and its significance in terms of ecological, social and economic well-being in Uttarakhand. It also aims to derive various challenges and motivations to entice visitors to visit Uttarakhand in order to promote "Slow Tourism".

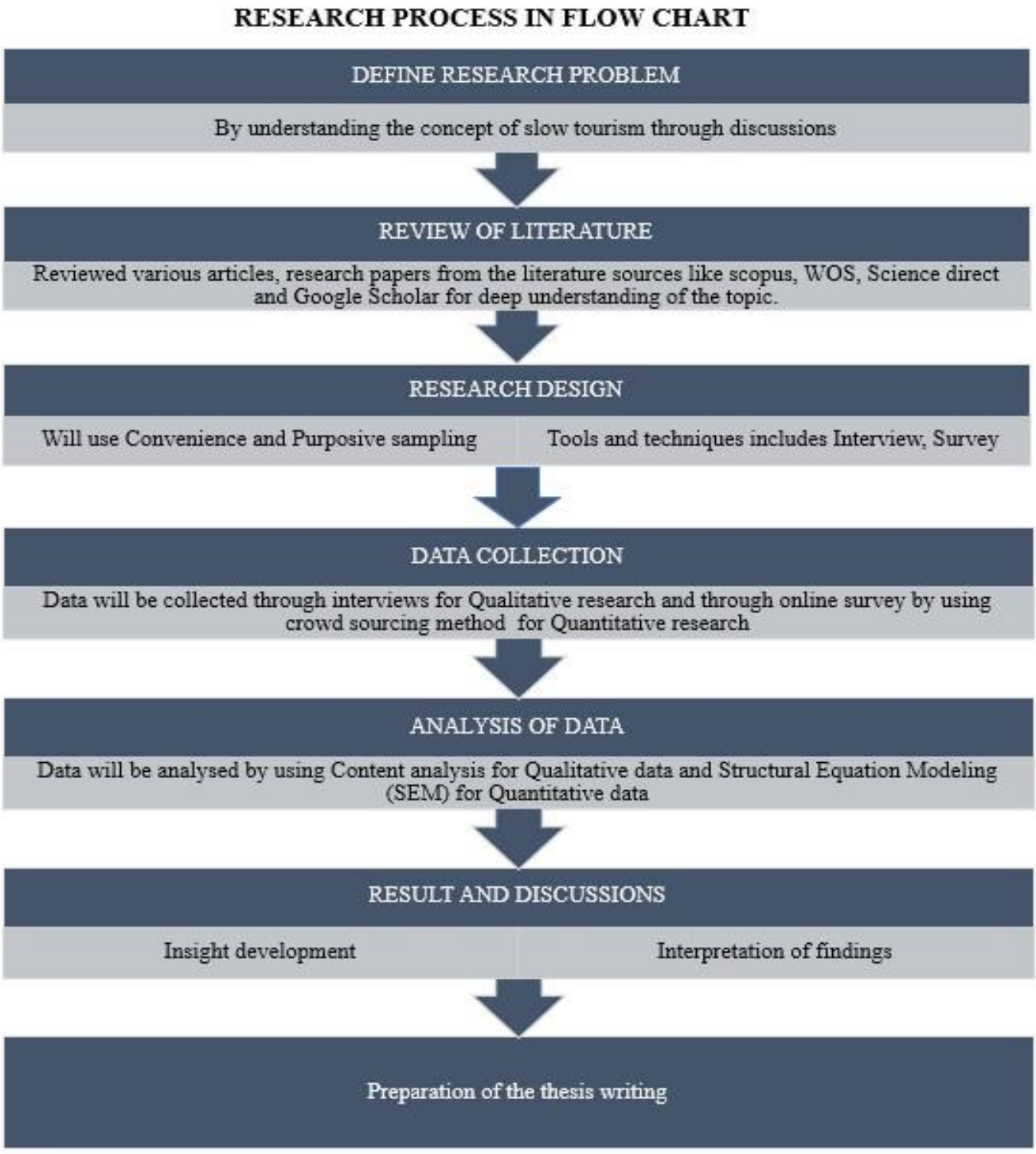

RESEARCH PROCESS IN FLOW CHART
DEFINE RESEARCH PROBLEM
By understanding the concept of slow tourism through discussions
REVIEW OF LITERATURE
Reviewed various articles, research papers from the literature sources like scopus, WOS, Science direct and Google Scholar for deep understanding of the topic.
RESEARCH DESIGN
Will use Convenience and Purposive sampling
Tools and techniques includes Interview, Survey
DATA COLLECTION
Data will be collected through interviews for Qualitative research and through online survey by using crowd sourcing method for Quantitative research
ANALYSIS OF DATA
Data will be analysed by using Content analysis for Qualitative data and Structural Equation Modeling (SEM) for Quantitative data
RESULT AND DISCUSSIONS
Insight development
Interpretation of findings
Preparation of the thesis writing

Figure 2: Research process flow chart

4. LITERATURE REVIEW

Sources of literature

- Scopus, WOS, ScienceDirect, Google Scholar (It contains a reliable and extensive data source, as well as a wider range of scholarly knowledge, allowing me to have a better understanding of the topic I'm researching).

- 272 Research Articles were reviewed and out of these 100 articles showed some relevancy towards the topic.

- Keywords:Slow Tourism, Tourist motivation, Slow Movement, Slowness, S-O-R Model (The keywords above assist me in locating relevant papers and publications as well as directing me to valuable and suitable information on the topic).

- Related keywords:Sustainability, Tourist desires, Authenticity, Quality of life, Tourism Entrepreneurship etc.

Table 1- Significant journals on slow tourism studies

S. No.	Name of the journal	Publisher	Number of articles
1.	Journal of Sustainable Tourism	Routledge	20
2.	Annals of Tourism Research	Routledge	20
3.	Tourism Management	Elsevier	21
4.	Journal of Destination Marketing & Management	Elsevier	10
5.	Tourism Recreation Research	Taylor and Francis	10
6.	Journal of Tourism and Cultural Change	Routledge	02
7.	Journal of Travel Research	Sage Publication	10
8.	Asia Pacific Journal of Tourism Research	Routledge	04
9.	Scandinavian Journal of Hospitality and Tourism	Routledge	02
10.	International Journal of Tourism Research	John Wiley and Sons	01

Concept of slow tourism

The tourism industry has recently seen a rapid expansion of new dimensions of tourism. People go on vacation to appreciate the outdoors, to experience the essence of various cultures, to authenticate different places based on their history, to learn about the relationship between the atmosphere, the residents and tourists, or to approach different modes of treatment and services. For example, Japanhas formally adopted these distinct types of tourism to encourage more travel and build efficient advertising techniques.“Two driving reasons, namely environmental sustainability and personal/social well-being are broadly supporting these new tourism trends”(Radogna & Viskovic, 2018). “Slow tourism is another type of tourism that has emerged as a result of these environmental and personal considerations”(Ekinci, 2014; Titus, 2015).

Slow tourism is a new concept that has yet to be defined precisely.“Its origins can be traced back to more established social movements in Italy, such as slow food and slow cities, which began in the 1980s and 1990s”(Fullagar et al., 2012). Slow tourism's early beliefs typically emphasized the importance of speed and mobility, with a particular focus on transportation to and from locations that might not only minimize pollution by using low-carbon emission cars, but also conserve finite energy supplies. As a result, it's a term that's commonly associated with environmentally friendly travel.

“Slow tourism, however, is much more than movement or transportation between places, according to researchers”(Dickinson et al., 2010). “The termmobilities'encapsulates a range of spatio-temporal practices, immersive modes of travel, and ethical relations that are premised on the desire to connect in some ways and to disconnect in others,” they write (Fullagar et al., 2012). “Slow tourism's focus has shifted in recent years from environmental sustainability to the management of time and space in ways that are conducive to human happiness and wellbeing”(Salvo et al., 2019).

Major studies

Table 2- review of significant studies of slow tourism

S.No.	Author/Source	Key findings	Research Gaps
1	(Titus, 2015)	Slow tourism linked to a specific age group and demographics which developed motivation to visit similar places.	Lack of information about slow tourism which resulted in perception differentiation according to age.
2	(Dickinson et al., 2011)	Slow travel is important for people to meet their lifestyle objectives and self-Image.	The concept of travel identity in context with Tourism is not clear and further need to work on holistic lifestyle approach of individuals.
3	(Conway & Timms, 2012)	Slow tourism is a developmental initiative or strategy with ecological and human sensitivity.	More Slow Tourism recreational activities needs to be explained to get more insights about slow tourism.
4	(Conway & Timms, 2010)	Slow tourism acts as a viable promotional identity for alternative tourist offerings	Effective planning and role of Stakeholders such as residents and service providers, service suppliers need to be explored.
5	(Oh et al., 2016)	Slow tourism defines the behaviour, attitude and mentalstatus of the tourist.	Needs refined understanding about slow tourism in context with behavioural perspectives.

6	(Guiver & McGrath, 2016)	Slow tourism emphasises the importance of savouring time spent at a location and devoting time to learning about the area, its people, history, culture, and products.	Needs to be properly defining the concept of slow tourism as per different perspectives and their implications. .
7	(Valls et al., 2019)	Slow tourism's development in each destination offers opportunities to improve its position as a tourist attraction and increase its economic income	More explorations will be required in the field of Tourist Experience and role of residents.
8	(Lumsdon & McGrath, 2011)	Slow travel is an important emergent form of tourism.	Needs to explore the impacts of Slow Tourism on environment and the strategies for enhancing tourist experience.
9	(Salvo et al., 2019)	The new cultural and behavioural model of slowness implies a fundamental change in the concept of the consumption of goods and services.	Need to explore social, cultural and economic identities in context with slow tourism. .
10	(Serdane et al., 2020)	The slow tourism philosophy showcases the tourist attitude, experience and cultural values.	Need of quantitative approach to measure the impacts of Slow Tourism on tourist, and culture.

Slow movement

In a broad social context of the slow movement, the phenomenon of slow tourism also must be understood (Fullagar et al., 2012). “People tend to experience disenfranchisement, importantness, and dehumanization because of the hungry competition on speed in more developed and industrialized cultures when travel requirements are increasingly cultural and normative”(O’regan, 2012). “As advanced technologies and inundated information speed life continually, individuals are prone to time poverty, surface involvement and processing, loss of controland ultimately loss of the self”(Howard, 2009).

As a result, people who desire to "slow down" in order to relieve stress, slow down their pace, and finally restore and build their self may be a significant reflection of their mental opposition to ever-accelerating lifestyle patterns. In this regard, travel can provide an ideal route, especially if it is done in a relaxed manner.

Slowtourism as a goal-driven consumption

This study is based on the idea of consumer-driven behaviour, which was given attention in consumer research, to build a conceptual model of slow tourism based on travellers (Novak et al., 2003). According to the idea of consumer use based on objectives, much consumer conduct is target-oriented and consumers buy to achieve or generate one or more end-state targets or outcomes. Consumer policy goals are essential, and consumer goals encompass, not just end-state experiences, continuous processes, or a range of related events. For example, a person's holiday destination may not be restricted to a certain place and time but rather may be in the expected educational, recreational and interpersonal experiences(“Goal Setting and Goal Striving in Consumer Behaviour,” 2018).Upon definition of objectives, consumers strive to reach them as effectively as feasible. Aligning behaviour and finding acceptable approaches to the goals or standards is a pursuit of aims.

In general, “Slow tourism can be a targeted activity or group of activities” (Bagozzi & Dholakia, 1999) such as archaeology or religious pilgrimage, or an online-booked trip, with all experience goals of some sortAlso explains how consumption-driven targets reflect visitor behaviour. So, slow tourism may be a goal-driven behavioural process as the single or as a portion goal/action of a trip. Bagozzi and Dholakia are presenting a model of consumer-oriented behaviour that includes three activities: the establishment of objectives and the plan of actions, together with the achievement and failure of objectives. In a slow-

moving tourist setting, a traveller's holiday destination might be immersed in a natural environment that revitalizes the mind and body. Following the activity plan, the traveller can pick the destination (such as space, access, time, business), etc. His happiness with the trip and the associated future objectives will then be determined in the degree of goal achievement(Higgins, 2002).

Slow tourism motivations

Bagozzi and Dholakia identified six Slow-Tourist motives by using expert interviews, a focus group, and the systematic literature review methods. The reasons were based on the consensus between what was generally proposed by experts and focus groups utilizing free elicitation and included relaxation, self-examination, escape, search for news, involvement, and discovery.

"Relaxation is being free of pressure, stress, anxiety, and agitation (nervily), offering a sense of ease, comfort, calmness, and relief" (Ryan & Glendon, 1998; Yoon & Uysal, 2005). The passenger can reach such a mindset through a temporary slowdown and a geographical distance from current life's pace and complexity (Krippendorf, 1987).Like the idea of self-actualizationand self-development, self-reflection is described as a general need to feel related with oneself, nurture one's self as well as self-identity.

Escapehas been the dominating motivator of traveling (Beh & Bruyere, 2007; Iso-Ahola & Allen, 1982), which means that our experts and focus groups are slowing down the journey. The personal and interpersonal considerations relate in this study to the desire to remove ourselves from one's everyday routines and duties, both physically and psychologically.

The experts and focus group interviews proposed to inspire individuals to slow their journeys to seek new experiences through new temporalities, new places, and new people, offering those sensations of excitement, adventure, and excitement. Many studies indicate such innovation as a significant motivator for travel (Li & Cai, 2012). While travellers might seek numerous results by taking a vacation, it seems that an innate enjoyment for travel, nature, and culture motivates individuals to travel slowly.

The "Engagement" motivation is described in this study as the extent to which travellers' profit or benefit from travelling, and it has been mentioned in prior research such as the

rewards to maximize utilitarian function (Fodness, 1994), aesthetic experience(Fiore et al., 2007) and maximum reward for hedonic activities(Waller & Lea, 1999).

Slow Tourism goals

There were two common aims of slow tourism most often proposed by the focus group: recovery and self-enrichment. The traveller, for example, wants to be renewed, reinvigorated, and refilled because of a slow voyage (Serdane et al., 2020).The goal of self-enrichment is for the traveller to be inspired, to discover himself, to widen one's perspective, to comprehend, and to connect more deeply with the place. With the linked motive of relaxation and escape, the visitor would intuitively try to achieve the rejuvenation objective of slow tourism.

The traveller can also enrich himself throughout the trip with such motives for journeys as self-reflection, novelty-seeking, and exploration.Literature promotes the physical and mental rejuvenation objective of many kinds of motivation and advantages of travel, frequently operationalized through the trip(Ryan & Glendon, 1998). Previous research also made the self-enrichment objective work with ideas such as self-design and self-improvement and personal progress (Pearce & Packer, 2013). Revitalization refers in the current research to the condition of mental and physical strength restored by slow travel and self-enrichment because of slow tourism and an improved level of self-esteem, confidence, and self-assurance.

Slow versus fast travel modes

The visitor might select for travel, depending on a time constraint, location, and tourist features quickly or slowly while searching for aims (Bagozzi & Dholakia, 1999).The fast travel mode can be used to "save time," while the slow travel mode can be used to "save time" (Dickinson et al., 2011a). However, few kinds of research have included rapid as well as slow ways of journey as an instrumental mental process to achieve superior objectives for journeying from a "type" or attitude standpoint (Uriely et al., 2002). Most of the research focused on rapid and slow ways of travel, i.e., conveyance, from one location to another (Dickinson et al., 2011b).

A mode is a tool for behaviour, mediating motivation for travel towards destinations as in the process of the conclusion of the journey (Klenosky, 2002). If the travel targets are closer to institutionalized mass tourism, travellers prefer to use quicker modes of travel more frequently and so rapid travel will play a more important function as a mediator. On the contrary, slow travel is a dominating alternative to facilitate the achievement of goals for less structured slow tourism aims.

Table 3- Differentiate fast and slow travel

Fast travel	Slow travel
▪ Extroverted- focus on interaction	▪ Introverted- focus on their own thoughts
▪ More energy is required for fast travel.	▪ Calm attitude is required for slow travel.
▪ Itinerary is short and limited.	▪ Itinerary is longer than fast travel.
▪ Traveller feels exhausted during fast travel.	▪ Traveller feels relaxed during the travel time.
▪ Less time to explore the attractions.	▪ More time to explore the attractions.
▪ Budget is comparatively on higher side.	▪ Budget is on lower side.
▪ Non-environment friendly form of travel.	▪ Eco-friendly form of travel.

Sustainability and slow tourism

The majority of today's tourism locations are unsustainable owing to a combination of factors including rapid development and a lack of respect for sustainable parameters such as the environment and local residents. The concept of slow tourism helps in sustainability by applying following factors-

- Environmental resources should be used optimally.
- Respect for host communities' socio-cultural genuineness.
- Generate and provide all stakeholders with financial advantages (visitors, supply, host communities, etc.)
- The aim should be to overcome difficulties concerning the inefficient economic, social, and environmental sustainability characteristic of mass tourists in the fields of slower tourism (slow-tourism, eco-tourism, responsible tourism, rural tourism, tourism at the local level, tourism, pro-poor tourism, etc(Salvo et al., 2019).
- Slow tourism is defined by pursuing development activities from the ground up, encouraging sustainability in its fundamental basis (Conway & Timms, 2012).
- Slow tourism leads to a change in one's lifestyle and the development of individual consciousness. Therefore, slow tourism may be linked to sustainable and quality of life issues rather than development as economic growth (Salvo et al., 2019).
- Some regions are more sluggish than others, giving non-conformist tourism that is independent, self-driven, and hard to harmonize (Salvo et al., 2019).

Slow Cities Table

Table 4- Globally recognized Slow Cities

Continent	Countries/Cities	Specialization	Benefits	Sources
Oceania	Goolwa (Australia)	Wooden Boat Festival (Paddle Steamer) and Tour Down Under (Cycling Race)	1. Nationally recognized as a "sea change" destination for migrants. 2. Enhance Cultural values	website
	Katumba	1. Nature walks in the surrounding Blue Mountains, winter magic festival. 2. Scenic beauty and art deco-style shops and houses.	1. Promoting heritage and culture 2. Increases Revenue generation	website
	Yea	1. Flora fossils site and heritage landmarks (buildings) 2. Agriculture	1. Natural Resources 2. Expanding the local culture	website
	Matakana (New Zealand)	vineyards and breweries, (PinotGris,Merlot, Syrah)		website
Europe	Enns (Austria)	1. Receive Town privileges or borough rights for the second millennium, document. 2. displayed in a local museum.	Promotes Local traditions and history	website
North	Hartberg	Rich and long history	Promotes ancient history of the town	website
	Chaudfontaine	Fountains, beaches, and old houses	Employment opportunities	website
	Cowichan Bay	Fishing and Scenic beauty,	Employment and	website

America	(Canada)	Local food outlets	Revenue generation	
	Wolfville	Natural views and Wine Industry	Increase in local traditions and culture	website
	Lac-Mégantic	Forestry products, Furniture, and Architectural granite	Scope for Expanding and adapting new business	website
Asia	Fuiling (China)	Famous for Rock Carvings and pickled mustard tuber (Zha Cai)	Expansion of Natural heritage	website
South America	Pijao (Colombia)	Coffee cultural landscape	Increase in local culture	website
Europe	Svendborg (Denmark)	Social history museum and "Naturama"- Natural history museum	Enhancement of social and natural heritages	website
	Kristianstad (Finland)	An old town with low wooden houses and narrow alleys	Old culture and Infrastructure	website
	Blanquefort (France)	Historical ruins and Viticulture educational institution	Future scope more wine distilleries to promotes employment	website
	Saint-Antonin-Noble-Val	Medieval layout or design houses.	Promoting local heritage and uniqueness of the city	website
	Berching (Germany)	Old architecture (fully preserved town wall and low streamlet)	Increase in cultural heritage	website

	Seferihisar (Turkey)	archaeological sites and natural beauties, large resources of solar, geothermal, and wind power	Cities preserving local tastes, supporting the slow food philosophy, promote the historical and cultural value and local products	website
	Akyaka (Turkey)	Gokova Bay with its green mountains, crystalline seawater, and elegant houses that preserve old Mugal architecture.	Promoting relaxing and peaceful environment for holidays also enhance job opportunities for local people by promoting beautiful sandy beaches nearby pine forest.	website
North America	Barbados (Caribbean)	Natural sites and reserves	Promotes business opportunities especially in pottery making and craft.	website
	Treasure Beach (Jamaica)	Natural attractions and fishing	Promotes local community development	website
	Toco- Matura-Grand Riviere (Trinidad)	leatherback turtle species	Promotes nature tourism and the identity of the place.	website
	Puente Allen (Caribbean)	Bone-Fishing	Set as an Adventure sports destination	website

Asia	Sendai (Japan)	City of Trees	Promotes nature attractions	website

Europe	Mendrisio (Switzerland	History and Monuments	Increase in values cultural	website
	Graz (Austria)	Beautiful architecture, Cultural heritage, and design	Increase in recognition cultural	website
	Silly City (Belgium)	French-speaking community	Earnings, adoption of language and promotes the culture	website
	Clonakilty (Ireland)	Autism-friendly town and the first rural community to have a bike rental scheme.	Promotes culture and employment	website
Asia	Damyang County	Bamboo's goods and strawberry	Promotes tourist attractions like bamboo theme parks, museums, and festival	website
	Jeonju (South Korea)	Korean food, historic buildings, sports activities, and innovative festivals	Enhancing cultural heritage	website
America	Sonoma (California)	Film festival and historic town plaza	Promotes local culture and traditions	website
Africa	Sedgefield (Western Cape, South Africa)	Wild Oats market, Gericke's lookout point, and rare bird species	Local specialties and crafts recognition	website

Note:

The table above shows a list of Slow Cities from across the world, as well as their transformation after implementing Slow Tourism. It is stated that these regions were able to effectively explore their natural landscapes and cultural history on a global scale thanks to Slow Tourism. On the other hand, they heavily market their tourist components at the same time, such as local cuisine, handicrafts, history, and customs. Implementing slow tourism in these areas results in the creation of job possibilities and economic growth, allowing people to strive for a better and more independent future.

key terms associated with slow tourism

Table 5- Key terms of Slow Tourism

Key Terms	Sources	Methodology
Sustainability (how slow tourism contributes to environmental sustainability by adopting environmentally friendly products and services).	(Luis Blanco, 2011); (Dickinson et al., 2011a)	Convenient sampling method, In-depth interviews.
Environmental awareness(slow tourism help in reducing carbon footprints by using eco-friendly mode of transport such as train, bus, cycle and even walking).	(Salvo et al., 2019)(Dickinson et al., 2011a)	In-depth interviews and survey method
Modality (Refer to transit preferences like a train, local bus, or cycle).	(Guiver & McGrath, 2016)(Dickinson et al., 2010)	grounded theory approach
Experience (It is a combination of activities where people engage with a variety of their requirements, from pleasure to a quest for meaning, to pleasure, and memory spots, enabling each visitor to create their experience in their journeys.	(Dickinson et al., 2011a)	In-depth interviews
Relationship (Bond between tourist and the host community).	(Titus, 2015)	Case study

Coordination(Traveller coordination and cooperation with the community).	(Calzati & de Salvo, 2017)	Case study
Time(Defines the duration of stay to get more meaningful experience).	(Dickinson et al., 2010)	Observation, Interviews
Slowness (Slowness entails quantities reduction and increased emphasis on expertise. Slowness is not just about stillness, but generates spaces, rhythms, and social and experiential realities for everyday living, which give alternatives to the rapid and advanced expressions of capitalist society).	(Dickinson et al., 2011a)	Observation, Interviews

Authenticity(Defined as "the ability to produce and provide a defined, non-artificial experience that is closely linked to culture and local customs" as well as "standardized/globalized products and services,").	(Meng & Choi, 2016)	Observation & unstructured interviews
Emotion (Defined as the "capability to generate memorable moments that make the guest leave as a different person, marked by a truly involving and gratifying experience")	(Pécsek, 2015)	Survey Method
Pattern (belongs to the numerous types of accommodations or tourist destinations).	(Soler et al., 2018)	Observation
Inhabitation (possible)	(Dickinson et al., 2011a)	Mixed method approach, interviews
Benefits (Wider community)	(Guiver & McGrath, 2016)	Interview method and observation
Length of stay (Total number of days in a tour).	(Conway & Timms, 2012)	Interview method and observation
Experimental (the importance of actual site visits).	(Serdane et al., 2020)	In-depth Interviews, Snowball Sampling Method

Economic (Budget is comparatively on the lower side).	(Conway & Timms, 2012)	In-depth Interviews
Ethical (Local customs and beliefs should be respected).	(Salvo et al., 2019)	Survey Method
Depthness (A deeper understanding of the destination)	(Avcıkurt et al., 2017)	Grounded Theory Approach
Contamination (It refers to helping one's self-development and allowing tourists to communicate with other people directly)	(Dall'Aglio, 2011)	Survey Method
Nature (Engagement with natural forces which insist that participants envelop themselves in their environment	(Varley & Semple, 2015)	Case Study

5. THEORETICAL FRAMEWORK

Escape-seeking motivation theory

(Ross and Iso-Ahola, 1991) proposed tourism motivation to be composed of both escape and seeking. While tourists are pushed to escape routine environments, they seek intrinsic rewards. These two motives are not mutually exclusive, but rather act simultaneously. Furthermore, with this idea Iso-Ahola suggested that tourism motivation has both a psychological (personal) and a social (inter-personal) component. Subsequently, he proposed four dimensions – personal seeking, personal escape, interpersonal seeking and interpersonal escape – that act as push factors and the driving force for tourism behaviour.

Anomie-ego enhancement theory

(Dann, 1981) argued that both social and psychological factors influence tourist motivation. The tourist is in a state of anomie within his own society and daily environment, which he seeks to address by going on holiday to achieve a state of ego enhancement. In both cases, the tourist expects some kind of reward while being away from their usual environment. Travel is motivated by the expectation of being able to enhance or boost ego and status and the possibility of indulging in behaviour that would not be possible within daily life. The key difference is that Dann assumed that escape is socially determined, while Iso-Ahola argued that the need for escape is driven by psychological circumstances. These two concepts build on the idea of push and pull factors and further highlight the idea that tourism motivation is essentially about addressing needs and the disequilibrium within the tourists (Ross and Iso-Ahola, 1991).

Push and pull factors theory(Crompton, 1979)

The concept of push and pull forces has become a popular way to explain why people travel. Pull factors are destination-specific characteristics or external motives – attractions or the place as a whole are so appealing that tourists are "pulled" to it. The potential tourist will have gathered lots of information about the holiday or destination throughout the information gathering stage of the decision-making process, and appealing items and services will function as pull factors that affect

the final decision.Push factors or interior motives are elements that impact an individual when making a decision are referred to as push factors.

These are referred to as "individual motivations" (e.g., needs, preferences).Aspects of the travel such as lodging, restaurants, entertainment facilities, and other such features are of little importance to the tourist in this instance. Instead, the person simply wants to "get away" from where he or she is now. Although this principle is simple to apply, it might be difficult to determine which component has the greatest influence on the decision or which comes into play first. In most cases, "it is the push elements that lead to a decision, but the pull factors can also have an impact on the ultimate decision"(Dann, 1981).

Maslow's hierarchy of need (1943)

(Yousaf et al., 2018) Maslow's hierarchy of need is considered to be the most influential theory on motivation in general and is easily applicable to tourism motivation. Maslow identified five different needs, namely physiological (thirst, hunger, sleep, sex), safety (security, stability, protection), social (love, affection, belongingness, Tourist Behaviour and Tourism Motivation interpersonal relationships), esteem (self-esteem, self-respect, prestige, status) and self-actualization (growth, advancement, creativity). It is assumed that lower needs must be satisfied first before the higher needs become relevant – if you are hungry, you are not interested in meeting friends; if you are feeling lonely, it is more important to find social belonging before you concentrate on developing yourself as a person or within your career. Of course, this is a rather simplified argument, but explains the essential idea of Maslow and the hierarchy of need.

Travel career ladder (TCL) Based on Maslow's hierarchy

(Pearce & Lee, 2005)developed the travel motivation theory that is referred to as the travel career ladder (TCL). This suggests that tourist motivation consists of five different levels and the needs of travellers can be organized into a hierarchy or ladder. At the lowest level, we find relaxation needs; stimulation needs are at the second level, relationship needs at the third level and self-esteem/development and fulfilment needs at the fourth and fifth levels, respectively. This is easily applicable to tourism: tourists might be motivated to go travelling to satisfy their need for rest and relaxation (hence satisfying physiological needs) or they might visit friends and families to satisfy their social needs.A core idea to the TCL is that tourist motivation changes with travel experience;

depending on previous travels or life stage, different needs are prevalent and influence tourism motivation.

Motivation by purpose Travel motivators can also be explained in relation to the purpose of the holiday taken. Referring back to push/pull factors, this approach takes the purpose as the key motivating force. Life stage plays another role when deciding to book a holiday. Motivation by purpose Travel motivators can also be explained in relation to the purpose of the holiday taken. Referring back to push/pull factors, this approach takes the purpose as the key motivating force(Ryan, 2002).

Stimulus-Organism-Response (S-O-R) Model

There are several theories that are linked to tourist reasons for travel and play an important part in tourism. The Stimulus-Organism-Response (S-O-R) model, which explains the stimulus as a motivating component that influences the tourist desire and intention to travel, is one of the most widely recognized models.

Mehrabian and Russell, environmental psychologists, established the S-O-R framework, which was later used to examine user behaviour in numerous fields. The theory asserts that environmental signals (stimulus) can activate a person's internal evaluation state (organism), which then creates positive or negative stimuli-related behaviours or response (Mehrabian & Russell, 1974).A stimulus is an element in the external environment that can influence an organism's mental and cognitive condition(Lo et al., 2016).After a sequence of psychological or cognitive processes, the organism would respond to environmental stimuli with an internal or outward behavioural reaction.

The individual's attitude is an example of the internal response, whereas the individual's specific behaviour is an example of the exterior response. In addition, the organism's behaviour is an active response to external stimuli rather than a passive process from stimulus to response. It is a process, in which different stimuli of the environment affect the individual’s cognitive or emotional experience and then produce behavioural responses to stimuli after a series of internal psychological activities(Benlian, 2015). The S-O-R framework is comparable to the information processing model, which focuses on how decision-making inputs are processed by consumers (Mehrabian & Russell, 1974).

Travel motivation can be explained by a psychological need or by the travel's goal or decision. We talk about motivators when we talk about the internal variables that impact people's tourist

choices, such as their needs, wants, and desires.“No two persons are the same – each individual has a different attitude and different personality, and thus a different motivation to travel” (Yoo et al., 2018).However, it is important to remember that travel motivation is frequently influenced by cultural ideals, settlements, and pressures, and they are internalised and appear as psychological demands as a result.

Why choosing S-O-R Model for the study?

Various researches in the field of motivation theories have been conducted in the past to understand more about travel wants and intents to visit. The "Push and Pull Theory," "Theory of Planned Behaviour," and "Travel Career Ladder (TCL)" theories, in particular, clearly defined the notion of tourist motives, although these theories are confined to their own concerns and methodologies.

In comparison to these motivation theories, there is one called "Stimulus-Organism-Response that describes the importance of tourist motivations and their function in encouraging tourist desire and intention to visit in great detail. Secondly, there was relatively minimal study has been done on SO-R theory in relation to a variety of motivational elements. As a result, there will be more opportunities to learn more about tourist motivations and how they influence visitor desires and intents.

6. RESEARCH GAPS

Despite having a large tourism potential, Uttarakhand struggles to promote its cultural and natural assets globally. There have been few kinds of research or publications on the subject of "Slow Tourism," and there is no solid evidence that it executes in Uttarakhand. In prior studies, there was no defined definition for "slow tourism," and the results were insufficient to determine its usefulness. Apart from that, most of the studies used qualitative methods, while a few used quantitative methods, although the results in both cases provide unclear notions about "slow tourism."

Table 6- Types of Research Gaps found

S.No.	Gap Type	Gap Found
1	Theoretical Gap	1. No specific theory has comprehensively explained the motivation towards "Slow Tourism". 2. Limited dimensions of Slow Tourism are explored. 3. Contradictions among the author(s) regarding "Slow Tourism" definitions.
2	Knowledge Gap	Limited aspects have been researched in context of "Slow Tourism".
3	Practical-Knowledge Gap	1. Very limited implementation of slow tourism concepts in various geographies. 2. Lack of comprehensive data to interpret the contribution of slow tourism.
4	Methodological Gap	Mostly researches are based on Qualitative Methods and approaches.
5	Empirical Gap	Empirical studies are very limited.
6	Population Gap	Less research has been done with the perspective of Entrepreneurs and host community.
7	Evidence Gap	Evaluations from previous researches do not provide comprehensive insights to understand the concept of slow tourism.

7. RESEARCH QUESTIONS

Q1.What is “Slow Tourism” and its significance in Uttarakhand?

Q2. What are the driving factors of “Slow Tourism” in Uttarakhand?

Q3. What are the challenges of “Slow Tourism” in Uttarakhand?

Q4. What are the tourist motivations towards “Slow Tourism” in Uttarakhand?

8. RESEARCH OBJECTIVES

RO-1 To understand the concept of “Slow Tourism” and its significance in Uttarakhand.

RO-2 To examine the various driving factors of “Slow Tourism” in Uttarakhand.

RO-3 To examine the various challenges of “Slow Tourism” in Uttarakhand.

RO-4 To investigate the various Tourist Hedonic and Eudaemonic Motivations towards “Slow Tourism” in Uttarakhand.

S-O-R MODEL (Stimulus Organism Response Model)

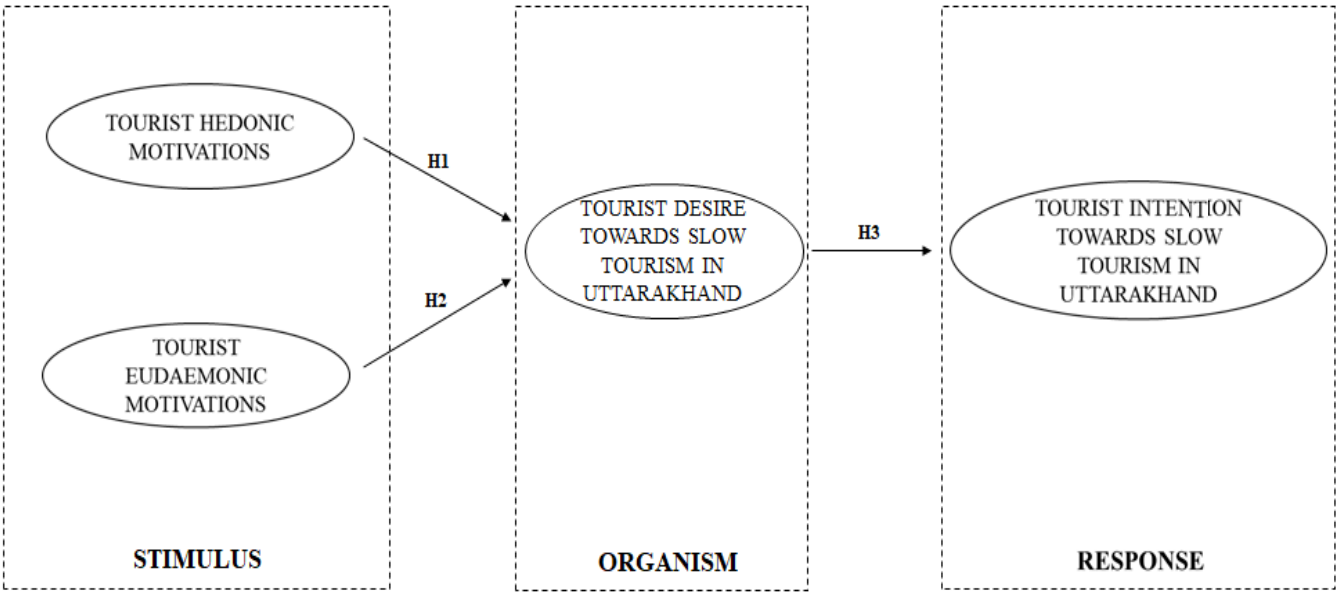


Figure 1: Proposed Conceptual Model

Stimulus-Organism-Response model

Woodworth (1929) introduced the S-O-R theory as an elaboration of Pavlov's (2010) standard stimulus–response mode theory. The stimulus-response model was the first method for analyzing customer behavior and was introduced by Mehrabian and Russell. The stimulus–organism–response (SOR) model has become one of the most widely used frameworks for combining input, process, and outputs into a single model, as well as the most effective and accurate model in the tourist context (Tan, 2020). It encompasses all psychological motivation aspects, including hedonic, eudaemonic, and utilitarian motivation. This approach is also seen to be the best for analyzing consumer decisions about whether or not to acknowledge and adopt (response). To summarize, the S-O-R model denotes the relationship between environmental stimuli, people's emotional states, and the behavior of approach or avoidance that results from the interaction of stimuli and emotion (Gnoth, 1997).

9. RESEARCH HYPOTHESIS

H1: Tourist Hedonic motivation has a significant impact on tourist desire.

H2: Tourist Eudaemonic motivation has a significant impact on tourist desire.

H3: Tourist desires significantly impact the tourist intention to go for Slow Tourism.

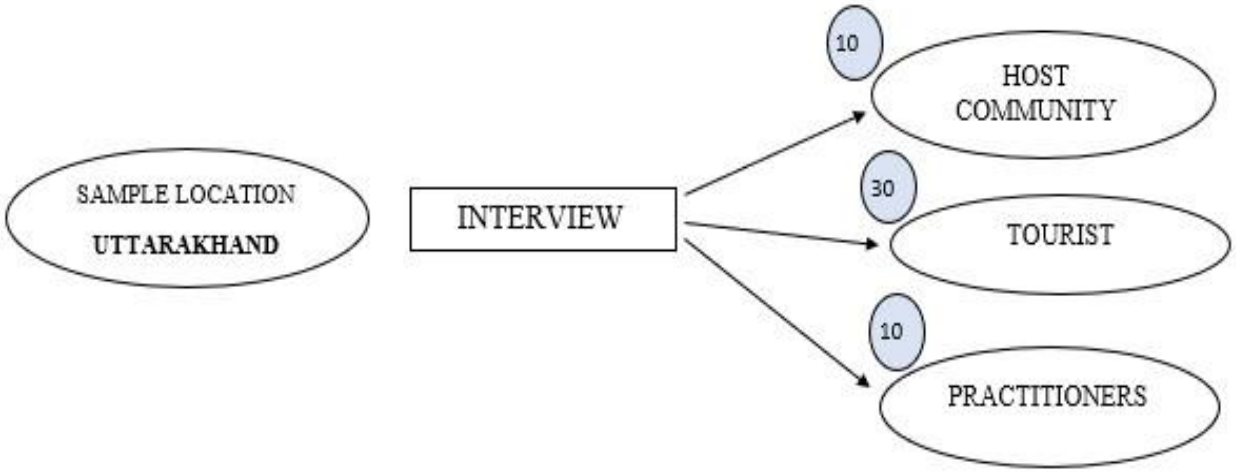
10. RESEARCH METHODOLOGY

Research design: Mixed-Method Approach

Table 7- Research Objectives: Methods and Techniques

Research Objectives	Method	Tools & Technique
RO-1: To understand the concept of "Slow Tourism" and its significance in Uttarakhand.	- Systematic literature Review - Qualitative Research	- Literature Review - In-Depth Interview - Content Analysis
RO-2: To examine the various driving factors of "Slow Tourism" in Uttarakhand.	- Systematic literature Review - Qualitative Research	- Literature Review - In-Depth Interview Content Analysis
RO-3: To examine the various challenges of "Slow Tourism" in Uttarakhand.	- Systematic literature Review - Qualitative Research	- Literature Review - In-Depth Interview - Content Analysis
RO-4: To investigate the various Hedonic and Eudaemonic motivations towards Slow Tourism in Uttarakhand.	- Quantitative Research	- Hypothesis Testing - Online Questionnaire - Structural Equation Modelling (SEM)

Sample design (Qualitative Method)



SAMPLE SIZE – 50 Interviews

Figure 4: Sample Design (Qualitative Method)

Sample Design- Quantitative Method

- Population: Infinite
- Sampling Method: Purposive Sampling
- Methods use for Data collection: Online Survey through Crowd Sourcing
- Parameters for determining sample size:
    a. Historical Data (Sample size in previous studies on slow tourism is between 300-500)
    b. Number of items in the model.
- Number of items: 25-30 (approx.), which includes Hedonic=6, Eudaemonic=7, Desire=5, Intention=5 respectively (Bujacz et al., 2014)(Li et al., 2021).
- Sample size= 25 statements × 10

  = 250
- Demographic aspects will be captured.
- Final estimated sample size will be more than 500

Sampling Technique

Non-probability sampling technique will be used-

- Convenience sampling (Qualitative research)
- Purposive sampling (Quantitative research)

Data Collection

- In-Depth Interviews (Online or Offline) [For Qualitative Research]
- Online Survey through crowd sourcing [For Quantitative Research]

Data Analysis

- Systematic Literature Review – Using appropriate technique.
- Qualitative Data Analysis – Content analysis
- Quantitative Modeling – Structural Equation Modeling (SEM) [using AMOS/PLS or other software]

11. TENTATIVE CHAPERIZATION

1. Introduction

2. Review of Literature

3. Research Methodology

4. Analysis and Interpretation

5. Findings and Conclusion

6. References

12. CURRENT STAGE OF RESEARCH PROCESS

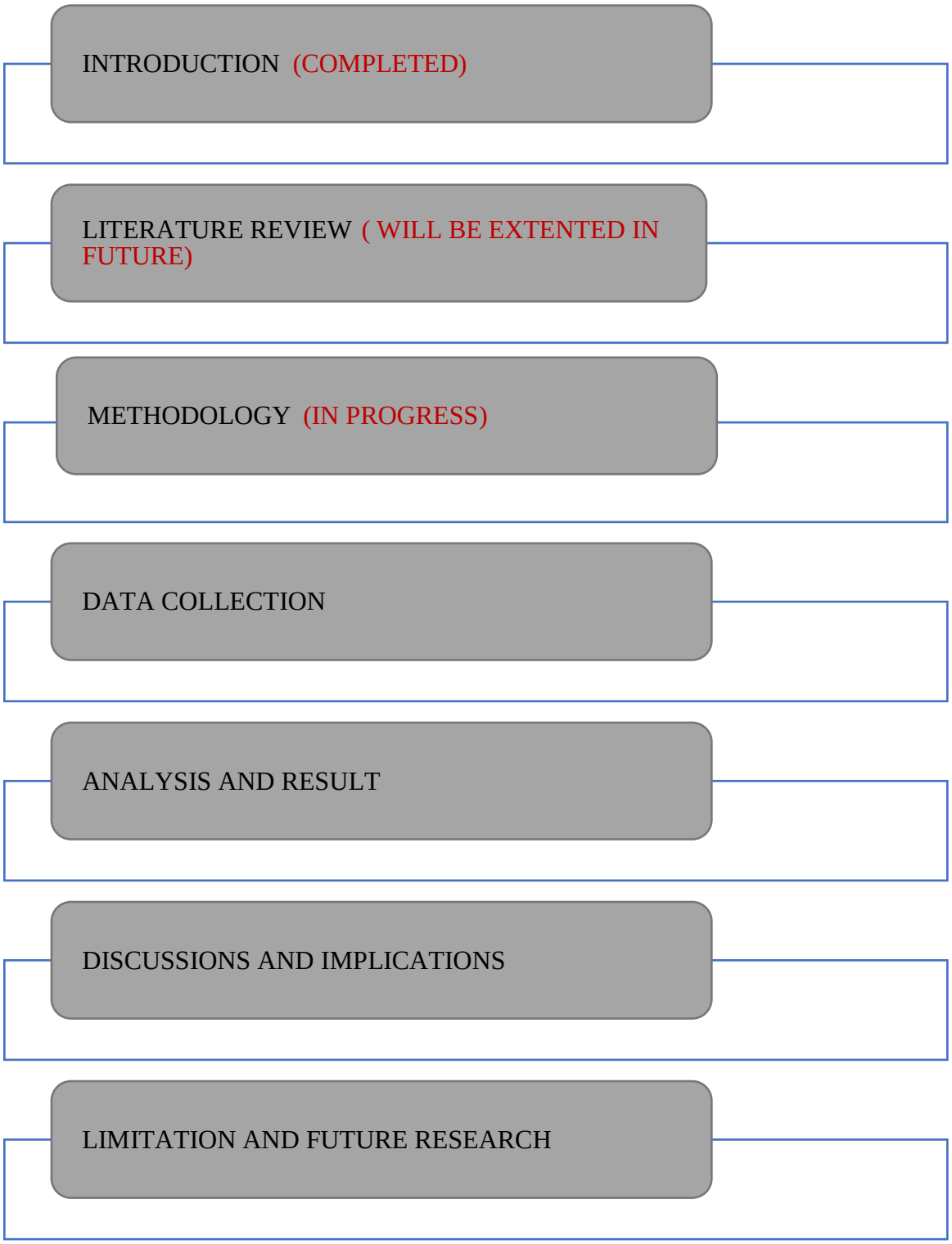


Figure 5: Stages in Research Process

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